## AMENDMENTS TO THE CLAIMS

1.      (Canceled)

2.      (Canceled)

3.      (Currently amended) A method in a computing system for responding to a request for information about an item, comprising:

receiving at the computer system a request for information about the item;

among a plurality of sellers, identifying via the computer system those (1) that are offering the item for sale, (2) whose availability level for the item exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;

selecting via the computer system as the featured seller of the item, from the sellers identified among the plurality of sellers, the identified seller that is offering the item at the lowest price; and

replying via the computer system to the request for information with a web page containing both (1) information describing the item, and (2) a control that, when activated, adds the item to a shopping cart associated with the user so that the order will be placed from the featured seller when check out is performed, wherein the user does not navigate to the featured seller Web site to complete the purchase from the featured seller.

4.      (Original)  The method of claim 3 wherein the identifying and selecting is performed before the receiving.

5.      (Currently amended)  The method of claim 3 wherein the identifying and selecting is performed at a uniform time interval,

the method further comprising determining a most recently selected featured seller, and

wherein the most recently selected featured seller is used to reply to each of a plurality of received requests.

6.      (Original)  The method of claim 3 wherein the identifying and selecting is performed after the receiving.

7.    (Currently amended)   A computing system for responding to a request for information about an item, comprising:

a receiving subsystem, including program code stored computer readable memory that when executed by a processor performs the act of receiving ~~that receives~~ a request for information about the item;

an identification subsystem, including program code stored computer readable memory that when executed by a processor performs the act of identifying ~~that identifies~~, among a plurality of sellers, those (1) that are offering the item for sale, (2) whose availability level for the item exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;

a selection subsystem, including program code stored computer readable memory that when executed by a processor performs the act of selecting from the sellers identified among the plurality of sellers ~~that selects~~ as the featured seller of the item the identified seller that is offering the item at the lowest price; and

a reply subsystem, including program code stored computer readable memory that when executed by a processor performs the act of replying ~~that replies~~ to the request for information with a web page containing both (1) information describing the item, and (2) a control that when activated, adds the item to a shopping cart and indicates that an order for the item is to be placed with the featured seller, wherein the user does not navigate to the featured seller Web site to complete the purchase from the featured seller.

8.    (Currently amended)   A computer readable medium ~~storing~~ comprising a page definition data structure and instructions which when executed by a processor are configured to display, ~~the page definition data structure comprising~~:

content specifying the display of information describing a selected item; and

content specifying the display of a shopping cart control that may be activated to add the selected item to a shopping cart to enable the ordering of the selected item from a distinguished one of a plurality of sellers, wherein items from multiple sellers can be added to the shopping cart, the distinguished seller being selected by offering the selected item for sale at the lowest price among those sellers of the plurality (1) that are offering

the item for sale, (2) whose availability level for the selected item exceed a predetermined availability threshold, and (3) having a seller score that exceeds a predetermined score threshold.

9.        (Previously presented)  The computer readable medium of claim 8 wherein the data structure further comprises contents specifying the display of the control that may be activated to display ordering controls that may be activated to order the selected item from a different one of the plurality of sellers other than the distinguished seller.

10.      (Previously presented)  The computer readable medium of claim 8 wherein the data structure further contains contents specifying the display of one or more secondary controls that may be activated to order the selected item from a different one of the plurality of sellers other than the distinguished seller, wherein the control for the distinguished seller is displayed more prominently than the secondary controls.

11.      (Previously presented)  The computer readable medium of claim 8 wherein the data structure is a web page.

12-32. (Canceled)


33. (Previously presented)  The method as defined in Claim 3, wherein the featured seller is visually emphasized on the web page with respect to other sellers identified on the web page.

34. (Currently amended)  The method as defined in Claim 3, wherein the availability threshold is settable to different values.

35. (Currently amended)  The method as defined in Claim 3, wherein the availability threshold is settable to a time period corresponding to a plurality of days.

36. (Previously presented)  The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a numerical value corresponding to the availability level of at least the featured seller.

37. (Previously presented)  The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a numerical value corresponding to the availability level of sellers in addition to the featured seller.

38. (Previously presented)  The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a numerical value

corresponding to an availability level of at least one of the plurality of sellers, wherein the numerical value is settable to a value greater than one.

39. (Previously presented) The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a range corresponding to an availability level of at least one of the plurality of sellers, the range including a lower bound and an upper bound, wherein the upper bound is different than the lower bound.

40. (Currently amended) The method as defined in Claim 3, the method further comprising providing a ~~first~~ plurality of ordering controls corresponding to at least a portion of the plurality of sellers, wherein activation of any of the plurality of controls will cause the item to be added to ~~a user's~~ the same shopping cart.

41. (Currently amended) The method as defined in Claim 3, the method further comprising providing a plurality of ordering controls on a first web page corresponding to sellers other than the featured seller, wherein regardless of which of the plurality of ordering controls is activated, the item is placed in the ~~user's~~ same shopping cart.

42. (Previously presented) The method as defined in Claim 3, the method further comprising providing a control to a user who submitted the request, which when activated, orders the item from the seller without the user performing any subsequent interactions.

43. (Currently amended) The method as defined in Claim 3, the method further comprising providing an indication as to which of the plurality of sellers has a fastest shipping time based on a determination as to which of the plurality of sellers has the fastest shipping time, wherein the determination is made using shipping time information corresponding to the plurality of sellers.

44. (Currently amended) The method as defined in Claim 3, the method further comprising:

obtaining and providing for display to a user which submitted the request shipping timing information for the item with respect to the featured seller and at least one other seller.

45. (Currently amended) The ~~method~~ computing system as defined in Claim 7, wherein the featured seller is visually emphasized on the web page with respect to other sellers identified on the web page.

46. (Currently amended)  The computing system as defined in Claim 7, wherein the availability threshold is settable to different values.

47. (Currently amended)  The computing system as defined in Claim 7, wherein the availability threshold is settable to a time period corresponding to a plurality of days.

48. (Previously presented)  The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a numerical value corresponding to the availability level of at least the featured seller.

49. (Previously presented)  The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a numerical value corresponding to the availability level of sellers in addition to the featured seller.

50. (Previously presented)  The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a numerical value corresponding to the availability level of at least one of the plurality of sellers, wherein the numerical value is settable to a value greater than one.

51. (Previously presented)  The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a range including an upper bound and a lower bound corresponding to an availability level of at least one of the plurality of sellers.

52. (Currently amended)  The computing system as defined in Claim 7, wherein the computing system is further configured to provide a ~~first~~ plurality of ordering controls corresponding to at least a portion of the plurality of sellers, wherein activation of any of the plurality of controls will cause the item to be added to ~~a user's~~ the same shopping cart.

53. (Previously presented)  The computing system as defined in Claim 7, wherein the computing system is further configured to provide a plurality of ordering controls on a first web page corresponding to sellers other than the featured seller, wherein regardless of which of the plurality of ordering controls is activated, the item is placed in the user's shopping cart.

54. (Previously presented)  The computing system as defined in Claim 7, wherein the computing system is further configured to provide a control to a user who submitted the request,

which when activated, orders the item from the seller without the user performing any subsequent interactions.

55. (Currently amended) The ~~method~~ computing system as defined in Claim 7, the method further comprising obtaining and providing for display to a user which submitted the request shipping timing information for the item with respect to the featured seller and at least one other seller.

56. (Previously presented) The computing system as defined in Claim 7, wherein the computing system is further configured to provide an indication as to which of the plurality of sellers has a fastest shipping time.

57. (Currently amended) The ~~method~~ computing system as defined in Claim 7, the method further comprising obtaining and providing for display to a user which submitted the request shipping timing information for the item with respect to the featured seller and at least one other seller.

58. (Previously presented) A method in a computing system for responding to a request for information about an item, comprising:

receiving a request for information about the item provided by a user;

among a plurality of sellers, identifying those that are:

offering the item for sale;

have an availability level that satisfies a first criterion;

have a seller score relating to a plurality of different items offered for sale by the seller that satisfies a second criterion;

selecting as a distinguished seller a seller that is offering the item at a lowest price, offering the item for sale, has an availability level that satisfies the first criterion, and has a seller score that satisfies the second criterion;

providing for display to the user:

a perceptible distinction with respect to the distinguished seller;

a price at which the distinguished seller is offering the item; and

a shopping cart control that, when activated, adds the item to a shopping cart associated with the user.

59. (Previously presented)  The method as defined in Claim 58, the method further comprising visually emphasizing the distinguished seller with respect to other sellers on a web page.

60. (Previously presented)  The method as defined in Claim 58, the method further comprising determining if the first criterion is satisfied by comparing the availability level with a first threshold having a value greater than one.

61. (Previously presented)  The method as defined in Claim 58, wherein the first criterion is having an availability within a specified quantity of days.

62. (Previously presented)  The method as defined in Claim 58, the method further comprising providing for display to the user a numerical value corresponding to the availability level of at least the distinguished seller.

63. (Previously presented)  The method as defined in Claim 58, the method further comprising providing for display to the user a numerical value corresponding to the availability level of sellers in addition to the distinguished seller.

64. (Previously presented)  The method as defined in Claim 58, the method further comprising providing for display to the user a numerical value corresponding to an availability level of at least one of the plurality of sellers, wherein the numerical value is greater than one.

65. (Previously presented)  The method as defined in Claim 58, the method further comprising providing for display to the user a range corresponding to an availability level of at least one of the plurality of sellers, wherein the range includes an upper bound and a lower bound.

66. (Currently amended)  The method as defined in Claim 58, the method further comprising providing a ~~first~~ plurality of ordering controls corresponding to at least a portion of the plurality of sellers, wherein activation of any of the plurality of controls will cause the item to be added to ~~a user's~~ the same shopping cart.

67. (Previously presented)  The method as defined in Claim 58, the method further comprising providing a plurality of ordering controls on a first web page corresponding to sellers other than the distinguished seller, wherein regardless of which of the plurality of ordering controls is activated, the item is placed in the user's shopping cart.

68. (Previously presented)  The method as defined in Claim 58, the method further comprising providing a control to the user, which when activated, orders the item from the seller without the user performing any subsequent interactions.

69. (Currently amended)  The method as defined in Claim 58, the method further comprising <u>obtaining</u> providing an indication as to which of the plurality of sellers has a fastest shipping time.

70. (Currently amended)  The method as defined in Claim 58, the method further comprising <u>obtaining and</u> providing for display to a user which submitted the request shipping timing information for the item with respect to the distinguished seller and at least one other seller.